WELCOME

The last year has seen the Skegness Town Deal projects moving forward. Our flagship project, the Skegness Learning Campus was granted planning consent and work will soon be starting to bring this inspirational learning space to life. Also set to progress on the ground in the coming months are the improvements for Skegness Interchange and Tower Gardens, the proposals for which were shared with local people at community events held this year. The plans for both these projects are truly transformational.

We can also look forward to plans taking shape for the Skegness Foreshore in the coming months after a tender process saw a number of applications submitted to develop this area which offers significant potential for new uses around leisure, culture, arts, and sport.

The Towns Fund is making an impact in Skegness, including through our completed projects - the Police Training Academy and the multi-user trail – and it is complemented by further multi-million-pound investment. Cultural Development Funding of £5m will not only enhance the development of the Embassy Theatre, it will also bring improvements to the town’s historic pier. In addition, the district is benefiting from £8m in Levelling Up funding which is supporting cultural and tourism projects. It was recently announced that Skegness is set to benefit from a further £20m in funding through the Long Term Plan for Towns. The funding will be focused on the issues that matter most to local people, including safety and security, high streets, heritage and regeneration, transport and connectivity. The Board is committed to delivering for Skegness and the Long Term Plan for Towns, together with the existing funding, will further enable the town to maximise its potential.

Thank you to everyone who has played a part in the progress we have seen so far for Skegness; I look forward to building on all that has been achieved as we continue to deliver for the town.

Chris Baron, Chair, Connected Coast Town Deal Board
THE OPPORTUNITY FOR SKEGNESS

Through the Towns Fund investment of £24.5M and significant match funding, we have a unique opportunity to create a new future for Skegness.

We want the town to thrive and to be an area of choice for local people and visitors - all year round. With our partners, we are working to achieve this ambition by delivering a series of meaningful projects that will meet the needs of the town. Together, the projects will support:

- A connected community
- A learning community
- An enterprising community
- A resilient community, and
- A healthy community

The projects that are now moving forward will build on the town’s heritage and history and make the most of its considerable potential for the long-term so that generations to come will benefit from the investment today.

LEVELLING UP IS ABOUT MAKING SURE ANYONE, WHEREVER THEY’RE BORN, CAN GO AS FAR AS THEIR TALENTS WILL TAKE THEM. THE GOVERNMENT’S INVESTMENT IN SKEGNESS IS ABOUT TWO KEY THINGS: MAKING SURE PEOPLE SHARE THE PRIDE WE ALL KNOW THE AREA SHOULD INSPIRE, AND MAKING SURE PEOPLE HAVE THE SKILLS TO START BUSINESSES, GROW THE ECONOMY AND STAY LOCAL.

“I’m proud to have helped make sure the Government knows that investing in our area will unlock huge potential. I look forward to delivering these current projects and those developed in the future with the Town Deal board.”

Matt Warman, MP for Boston and Skegness

A lot of hard work is going on behind the scenes to help bring the overall Town Deal vision to life. The Government has shown its backing for our vision and in Skegness by awarding £24.5M and now East Lindsey District Council is embracing this unique opportunity to help bring new schemes to better connect our communities and provide new opportunities.

Over the coming months as more of these schemes progress to being delivered, residents will start to see the for themselves as these projects take shape. And this is just the beginning. What we have seen through the Town Deal has led to even more funding for our area including an additional £20M from the Government specifically for Skegness and £8M in Levelling Up finding for Spilsby and Alford.

Thank you to everyone who has helped us get to where we are with Skegness Town Deal and I look forward to seeing even more progress unfold over the coming months.

Cllr Craig Leyland, Leader of East Lindsey District Council

"The last year has seen good progress in all our Town Deal projects in Skegness moving forward and being one step closer for residents, businesses and visitors to benefit from all these transformative schemes.

"Levelling up is about making sure anyone, wherever they’ve born, can go as far as their talents will take them. The Government’s investment in Skegness is about two key things: making sure people share the pride we all know the area should inspire, and making sure people have the skills to start businesses, grow the economy and stay local.

"I’m proud to have helped make sure the Government knows that investing in our area will unlock huge potential. I look forward to delivering these current projects and those developed in the future with the Town Deal board.”

Matt Warman, MP for Boston and Skegness

SKEGNESS ANNUAL REPORT
A CONNECTED COAST

Like Skegness, Mablethorpe is also benefitting from Towns Fund investment with £23.9M awarded to the town in 2021.

Although both Skegness and Mablethorpe are delivering different projects that meet the needs of each community, there is an alignment between the investment and projects in both towns.

Which is why the Connected Coast board has taken a joined-up approach to the Town Deals for Skegness and Mablethorpe. This means that the board works together to develop, deliver, and oversee the projects in both towns, making sure that they complement and connect with each other.

By working in this way, we can identify any shared opportunities for the towns that will help Skegness and Mablethorpe to thrive as part of a connected coast.
### THE INVESTMENT

**Annual Report - November 2023**

**Profiled Spend**

<table>
<thead>
<tr>
<th>Project</th>
<th>Actual 21/22</th>
<th>Actual 22/23</th>
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<td>151</td>
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2023: Total match funding for the projects equates to an additional £19.4m giving a £43.9m investment total in the projects.

### PROGRESS TO DATE

**January 2023**
- East Lindsey District Council awarded £8m in Levelling Up funding

**March 2023**
- East Lindsey awarded £5M in Cultural Development Funding

**January 2023**
- Deadline for full applications for Skegness Foreshore
May 2023
East Midlands Railway hosts a community day about the planned improvements for Skegness Interchange

June 2023
Heritage Lincolnshire begins a consultation to get local people’s feedback on the priorities and plans to improve Tower Gardens

June 2023
East Lindsey councillors approve plans to proceed with the delivery of £5million project funded by the Arts Council England’s Cultural Development Fund

June 2023
Heritage Lincolnshire begins a consultation to get local people’s feedback on the priorities and plans to improve Tower Gardens

MOVING FORWARD

Skegness Learning Campus

The new, state of the art learning campus for Skegness took a major step forward in the last year after planning permission was granted by East Lindsey District Council.

The purpose-built learning campus, our flagship Town Deal project in Skegness, is set to be a catalyst for change in the area. The learning available through the campus will allow people to gain the skills and knowledge they need to get the jobs they want.

It will offer vocational skills training across a range of much-needed subjects – such as digital skills, motor vehicle, construction, and engineering – for the coast.

Work is set to begin on site in 2024 with the campus expected to open its doors to students in September 2025.
AT A GLANCE

£14M - Towns Fund investment in the project
£12M - match funding in the new campus
£26M - total investment in the development
14,930 - number of learners expected over 30 years
1,000 - the number of residents the campus is expected to support to enter employment over 10 years
September 2025 - when the campus is expected to open its doors to learners

MOVING FORWARD

Case study: Space to Thrive

“This state-of-the-art building will offer versatile and modern learning space to support learners to gain skills in subjects such as construction, engineering, hair and beauty, hospitality, tourism, sports, public services, health and social care, business, digital, sustainability, advanced manufacturing, renewables, electric vehicles and higher education.

“The new development, which will also offer break out spaces, personalised learning areas and common room areas, will be ideally located on the outskirts of Skegness off the main A52 arterial road that serves the town.

“The new campus will replace the current college operated by the TEC Partnership with truly transformational facilities and resources. The potential that the new campus offers for the area and for local people is huge.”

Adrian Clarke, Group Vice Principal, TEC Partnership

Get involved

Would you like to be kept up to date with opportunities to learn at the new campus?
Visit: skegnesstec.ac.uk
The transformational improvements at Skegness railway station are now underway. Enabling works have begun in advance of phase one beginning, with the phase one works set to bring the derelict Red Star building at the front of the station back into use after many years. The building will be transformed with a new customer waiting area, lost property area and rental units.

The start of works follows the Design and Build Contracts being signed by East Midlands Railway and the principal contractor, Taziker Ltd. Throughout the duration of the works, the station will be open as normal to any customers wishing to travel to/from Skegness railway station.

£2.9M - Towns Fund investment in the project
£400,000 - match funding in the project
31m² - amount of community space created

Winter 2023 - phase 1 works begin on site
Case study: Skegness Community Day

“Every year, Skegness Railway Station welcomes thousands of people into the town, and this important project will help to give a better experience to everyone as they arrive.

“We were keen to share the plans for the project with the local community and hear the thoughts of residents. In May 2023, we held a community day at Tower Gardens. The event gave us a great opportunity to talk to people about the improvements, and we were pleased to be able to answer questions about the works.”

Lauren Smith, Assistant Project Manager, Infrastructure & Property, East Midlands Railway

Town Centre Transformation

“Town Centre Transformations: Skegness” is a grant scheme that aims to enhance the heritage of Skegness and sees a substantial pot of grant funding being made available to local businesses and property owners in Skegness Town Centre.

Work is now gathering pace on the first projects to benefit from this grant scheme, with planning permission granted and improvements getting underway. This includes replacing signs, improving and repairing shop fronts, and making use of empty upper floors, transforming buildings in the town centre.

At Tower Gardens, the historic pleasure garden will benefit from a renovation scheme of hard landscaping and planting, as well as improvements around accessibility.

In addition, funding from the Town Centre Transformation scheme is supporting improvements to the highway between Skegness station and the Foreshore down Lumley Road, in partnership with Lincolnshire County Council and East Lindsey District Council. This will involve the replacement of all bins, planting street trees and providing improvements to the public realm.

Get involved

During the works, the station will be open as normal to any customers wishing to travel to or from Skegness Interchange.
AT A GLANCE

£2.7M  - Towns Fund investment in the project

50  - at least this number of buildings revitalised and regenerated through the Town Centre Transformation

100  - up to this number of businesses to be supported through the scheme

Winter 2023/24  - when work on Tower Gardens is expected to start

MOVING FORWARD

Case study: A new future for Tower Gardens

"At Tower Gardens, we are looking to reinstate the historic pleasure garden to its former glory through a scheme of hard landscaping and planting, as well as making accessibility improvements to the site so that it may be enjoyed by a greater range and diversity of people within the local community. It will also include a sensory garden. We are trying to make the park usable for everyone.

"In June 2023, we began a consultation to get local people’s views about priorities and plans for how to use Town Deal funding to improve Tower Gardens. Over 60 people came to look at the masterplan and visuals at a special event, and more people dropped in to view the plans which were hosted in the pavilion.

"Thank you to everyone who shared their thoughts with us which helped us - together with our partners - to develop detailed designs for this much-loved park."

Tracy Stringfellow, Chief Executive, Heritage Lincolnshire

Get involved

Anyone interested in finding out more about the plans for Skegness Town Centre – including how to access the grant funding scheme – can get in touch towndeals@heritagelincolnshire.org
This year has seen detailed expressions of interest submitted to East Lindsey District Council to transform four sites along the Skegness foreshore. The invitation to tender attracted a great response from interested parties and the council has been considering the proposals submitted to rejuvenate the prime spots close to Skegness seafront.

Through the process, potential investors and developers were asked to demonstrate extending the season, job creation, attracting new visitors to Skegness, and cultural regeneration.

This project is a key part of the Foreshore Masterplan which will see investment into culture, heritage, arts, sports and leisure to benefit local communities and visitors alike.
Case study: The opportunity for four prime sites

"Through the tender process, we offered a unique opportunity to invest in prime sites along our Skegness foreshore, and maximise their potential for the town. Amongst the sites is the Skegness chalet site, which has detailed planning consent for 16 seasonal overnight lodges and reception buildings.

"Lot two is the Southern Bowling Green which comprises two former bowling greens whilst lot three is the Southern Boating Lake, including the central island and surrounding walkways, internal bridges and terraced seating.

"There is also the scope to develop the former Festival Pavilion site through this process.

"Once redeveloped, these sites will offer new facilities and attractions that give more reasons for people to spend time in Skegness.”

Councillor Steve Kirk, Portfolio Holder for the Coastal Economy, East Lindsey District Council

Get involved

As the project develops, there will be opportunities to find out more and get involved. More information will be shared via the East Lindsey District Council website: e-lindsey.gov.uk

Cultural Skegness

The opportunity to transform the Embassy Theatre was strengthened in the last year with the announcement of £5 million funding from Arts Council England’s Cultural Development Fund for Skegness. The investment will support the further redevelopment of the theatre, and the Skegness Pier and surrounding area.

The funding complements the Towns Fund, and the multi-million-pound investment and improvements will bring new and exciting opportunities for entertainment, events, arts, culture, creativity, learning, employment, business, and enterprise.

The redesign of the theatre will create improved, modern, and accessible facilities and is based on the Scandinavian culture house concept - the first of its kind in the UK. The Towns Fund investment will support the construction of a new two storey cultural involvement centre, which will incorporate a lounge, café/bar, as well as informal meeting spaces, improved visitor seating in the foyer, and multi-use workshop space. A new mezzanine floor will host space for activities on the first floor, and the external spaces and entrances to the theatre will also be improved.

Work is expected to start on the redevelopment in early 2024. The project will also help to restore the Pier as a visitor attraction and cultural platform, with proposals including improved accessibility, upgrades to the façade, renewing the lighting and furniture, creating safe pedestrianised walkways, the salvaging and restoring of abandoned beach huts and the construction of a new multi-use amphitheatre space.
AT A GLANCE

£1.35M - Towns Fund investment in the project

£5M - Cultural Development Fund award for Skegness

RSC - in 2023, Skegness was announced one of five towns entering into a new partnership with the Royal Shakespeare Company through the Embassy Theatre

2024 - when work is set to begin on the redevelopment

MOVING FORWARD

Case study: A culture house model

"The Scandinavian culture house concept is the model for the redevelopment of the Embassy Theatre, meaning the theatre will become a community and social hub with culture at its heart.

"A culture house is essentially an open space where you can do many different things, a place where people can be inspired by different ideas.

"Culture houses have a long history in Denmark. Through culture houses, a lot of people are able to get involved in culture, and culture houses are good for areas because as well as meaning more people can access cultural activities, these spaces bring investment into communities.

"The Embassy Theatre is set to be redeveloped to reflect the culture house model, building on the venue’s proud history, and offering new and additional uses for people to enjoy. For example, in the future, community groups might host activities, or there could be activities for parents and children. Overall, the culture house approach will allow more people to connect with the theatre."

Jens Frimman, Director of Helsingør Teater and the Artistic Director of Skegness’ SO-Festival

Get involved

The Embassy Theatre offers year-round entertainment including shows and events. Find out more by visiting: embassytheatre.co.uk
MOVING FORWARD

Police Training Academy

The Police Training Academy in Skegness is playing an important role in supporting police recruitment and development across the area.

The academy is located in the town’s former magistrates court which has undergone extensive refurbishment to offer new and modern learning facilities where officers can gain the skills and knowledge they need.

It is a key training and development hub for local new recruits, who no longer have to travel to Lincoln to complete their training.

The new academy also offers conference and meeting venue space and office accommodation for the town which can be hired for use.

The Police Training Academy is one of the first Town Deal supported projects completed and has been operational since 2021, making a difference in the town and for Lincolnshire Police.

 Supporting a: Learning Community

AT A GLANCE

£1M – Towns Fund investment in the project

£1.1M – match funding in the project

60 – full-time equivalent (FTE) permanent jobs created through the projects

1,100sqm – commercial floorspace

2021 – when the project was completed

December 2021 when the Police Training Academy was officially opened by HRH Princess Anne, the Patron of The International Police Association
Case study: Commitment to the East coast

“The Police Training Academy underlines our commitment to the east coast and is fundamental to our recruitment and development of officers in this area.

“The academy offers fantastic, modern space with classrooms, and areas for break-out group sessions. In addition, we have a gym on site.

“As well as the training we offer for new recruits, we are also able to provide varied courses around topics such as Personal Safety Training, Domestic Abuse Matters, Leadership Courses and First Aid.

“We also share the building with the Probation Service, and we’re based next to the police station in Skegness which is really beneficial for officers.

“In the past we have really struggled to recruit to the east coast and having this modern training centre makes a huge difference.”

Gail Bradshaw, Head of Asset and Facilities Management Lincolnshire Police

Multi-User Trail

The new multi-user trail is making it easier for people to walk, cycle, and enjoy the outdoors around Skegness.

The one-mile long path between Chapel St Leonards and Ingoldmells joins up with other footpaths to create a four-mile long circular route that leads to the beach and promenade.

The trail also allows for links to public transport connections, offering new, safe, and sustainable routes between resorts and more travel options for local people and visitors.

Suitable for year-round use, the trail is perfect for both local people and visitors alike to explore the area on foot or cycle.

Get involved

If you would like to find out how you can hire the academy’s conference and meeting space, please contact Lisa Peck, Facilities Manager at lisa.peck@lincs.police.uk
AT A GLANCE

£500,000 - Towns Fund investment in the project
£0.9M - match funding in the project
11,250 - anticipated increase in visitors
148,000 - overall expected increase in footfall along the path

MOVING FORWARD

Case study: Supporting active and safe travel

“With the Towns Fund match funding, we’ve been able to successfully establish a versatile multi-user trail connecting Ingoldmells and Chapel St Leonards. It’s a great asset providing safe passage away from the main road and is regularly used by both residents and visitors.

“It’s great to see people using the new trail, enjoying and exploring our local countryside.

“The new trail underlines our ongoing commitment to improve our area and provide community benefit, and through partnership working we have been able to deliver this path and create connections with other places within the local area.”

Stuart Hardy, Hardy’s Farm

Supporting a: Connected Community

Get involved

The multi-user trail is located next to the A52 and besides Hardy’s Farm.
LEVELLING UP

In January 2023, it was announced that East Lindsey had been awarded £8M in Levelling Up funding.

The funding will support cultural and tourism projects in Alford and Spilsby that will secure the future of these important, historic spaces. Levelling Up complements existing Town Deal funded projects in Skegness and Mablethorpe and together the improvements and investment will offer more and new reasons for people to visit and spend time in the area.

Through the Levelling Up funding, Alford Windmill will be restored and once again become a prominent landmark and visitor attraction.

Work will also take place at Alford Manor House to create a permanent function space, improve the kitchens and expand museum displays and workshops.

The funding also means that Spilsby Sessions House will be brought back into use as a community hub and theatre.

Each site is owned and operated by a trust formed of local people who are working with East Lindsey District Council to deliver these community led projects. This approach also enables the projects to attract additional funding from other partners such as Historic England and National Lottery Fund for Heritage. The role of supporting the Levelling Up funding and projects has also been added to the Connected Coast board’s remit, ensuring a joined-up approach between both funding streams.

Case study: engagement events

“It was really important for us to speak to the public about the exciting opportunity that the Levelling Up funding offers for Alford, Spilsby, and indeed the whole of East Lindsey. We held two public events at Alford Corn Exchange and at Franklin Hall, Spilsby for residents to find out more about the benefits of the Levelling Up funding and what the projects will bring.

“Both events were very well attended, and it was fantastic to share the exciting plans and answer people’s questions. We are looking forward to now moving forward with the projects and securing these much-loved historic buildings for the future.”

Councillor Adam Grist, Portfolio Holder for Market Towns and the Rural Economy

Get involved

Keep connected to East Lindsey District Council’s social media channels for the latest updates on Levelling Up.

You can find out more about the plans for Spilsby Sessions House here:

£8M - Levelling Up funding for East Lindsey
£4.9M - for Spilsby Sessions House
£2.0M - for Alford Manor House
£1.1M - for Alford Windmill

You can find out more about the plans for Alford Windmill and Alford Manor House here:
East Lindsey is benefiting from £6.14 million of funding through the UK Shared Prosperity Fund and Rural England Prosperity Fund. This funding – which comprises £4.4M UK Shared Prosperity Fund and £1.7M Rural England Prosperity Fund – is being invested in local projects and programmes focused around three key themes:

- **Communities and place**
- **Support local business**
- **People and skills**

To access the funds, community groups and organisations have been invited to make applications. Although East Lindsey District Council is the decision maker for the funds, the assessment process takes into account the feedback and expertise of local organisations, businesses and community groups. The role of supporting the Levelling Up funding and projects has been added to the Connected Coast board’s remit. This will mean a joined-up approach between both funding streams.

**Case study: making a difference**

The funding is already making a difference in East Lindsey and some of the projects benefiting local communities and people include:

- **Dance Free by the Sea** - Dance, creative, sensory and environmental sessions running across East Lindsey
- **Sunset Station** - Investment in a local visitor attraction, supported by private sector investment, for extending the miniature railway line at Skegness Water Leisure Park with the addition of a new station.
- **Spilsby Sessions House 2023 to 2025 Arts Programme and Capacity Building** - A project to establish an all-year-round programme of cultural events, talent / skills development, and community engagement.
- **Let’s Move East Lindsey** - A pilot programme focusing on signposting and communicating more than 150 opportunities for sport and physical activity via a digital platform to residents across East Lindsey, enabling them to live healthier and more active lives.
- **Community Catalyst Care Worker Pipeline** - A project to support individuals in rural communities to ‘become their own boss’ and start small businesses as self-employed care workers serving the local community.
- **Grants4Growth** - A grants programme for businesses in East Lindsey, Boston, and South Holland, to award grants of between £1,000 and £25,000 helping to grow capacity, market and product diversification and enhance productivity.
Connected Coast is led by a board made up of private and public sector representatives, with a chair from the private sector, in line with government guidance. Chris Baron is the chair and Claire Draper is the vice-chair. The board works together to oversee the delivery of the Town Deal investment and projects, ensuring the ambitions for Skegness are achieved.

"The last year has been a busy one for the board as we have made progress across the projects. We have also seen the role of the board extended with Levelling Up and UK Shared Prosperity Fund projects now coming under Connected Coast’s governance."

"I am grateful to the board members for their continued commitment. Together, we want to maximise the significant potential of Skegness and Mablethorpe so that both towns can thrive, now and into the future."

Chris Baron, Chair, Connected Coast Board

"I am delighted to be the NHS board member on the Connected Coast board. The projects that we are delivering all support the wider determinants of our health and wellbeing. We are seeing some great innovative schemes in progress bringing opportunities and benefits to both Mablethorpe and Skegness. From skills and job opportunities, to improvements to our tourism, sports and leisure offers - all of these support people to thrive, and to live healthy and active lives.

The partnership work across the board and our members brings real additional benefits in terms of developing linkages, connections and opportunities."

Jacqui Bunce, Programme Director - Strategic Partnerships, Planning & Estate, NHS Lincolnshire Integrated Care Board

Chris Baron, Chair, Connected Coast Board
The board would like to thank all members, previous and current, for the work completed and their contribution to the Board.

“I am delighted to be representing Lindum and to be part of the Connected Coast team, which is striving to bring investment and employment opportunities to our area.

“We are a Lincolnshire based construction company employing 600 people, many of whom are practical trades people, which means we care and want to do our best to help and support the communities in which we live and work.

“It is fantastic to see so many of the projects progressing and hopefully in the longer term helping to improve the lives of those who live and work here.”

Freddie Chambers, Group MD, Lindum Group
KEEP CONNECTED

Do you want to keep connected on the progress of the exciting plans for Skegness? Why not give us a follow on social media or send us an email to receive regular updates from Connected Coast.

Home - www.connectedcoast.co.uk

Facebook | Search for Connected Coast

@ConnectedCoastL

LinkedIn | Search for Connected Coast

Or get in touch via email Connected.Coast@e-lindsey.gov.uk

If you’d like to receive regular email updates from Connected Coast Town Deal and keep informed on the progress of the projects, please do get in touch: Connected.Coast@e-lindsey.gov.uk

Towns Fund
On 27 July 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth.